



Buy Detail Report

Revision #: Date: 9/6/2012

Client: Ben McAdams for Salt Lake County Mayor
Media: TV
Product: Mayor
Market: Salt Lake City-Ogden
Primary Demo: Adults 25-64
Separation between spots: 30

Estimate: 318

Vendor: KTVX-TV

Send Billing To: Love Communications

Description: Ben McAdams TV
Flight Start Date: 9/17/2012 05:00 AM
Flight End Date: 11/4/2012 04:59 AM
Survey: Nov11 DMA Nielsen Live+7
Buyer: Amanda Chew

2175 West 1700 South

546 S. 200 W

Salt Lake City, UT 84104

Salt Lake City, UT 84101

Phone: 801-519-8880
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Phone: 801-975-4569 801-580-1335c
Fax: 801-975-4441

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/24 10/1 10/15 10/22 10/29	Total Spots	Adults 25-64 Rtg/CPP
KTVX-TV								
60	MTuWThF 10:00p-10:35p ABC 4 NWS 10P	LN	\$400.00	\$340.00	30	2 2 2 2 2	10	2.0 \$200.00 \$170.00
61	MTuWThF 10:00p-10:35p ABC 4 NWS 10P	LN:1 5	\$200.00	\$170.00	15	2 2 2 1 1	8	2.0 \$100.00 \$85.00
62	MTuWThF 10:35p-11:05p NIGHTLINE	LF	\$200.00	\$170.00	30	2 2 2 2 2	10	1.5 \$133.33 \$113.33
63	MTuWThF 10:35p-11:05p NIGHTLINE	LF:1 5	\$100.00	\$85.00	15	2 2 2 2 2	10	1.5 \$66.67 \$56.67
Total Spots:							38	
Total GRP/GIMP(000):							14.0 14.0 14.0 12.0 12.0	66.0 \$130.30 \$110.76
Total CPP/CPM:								
Total Cost			\$8,600.00	\$7,310.00				

Disclaimer:

Signature: _____